

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| | | |
|--|--|--|
| <u>Contract / Revision</u> 483095 / | | <u>Alt Order #</u> 06214722 |
| <u>Product</u> S BERKLEY FOR SENATE | | |
| <u>Contract Dates</u> 10/16/12 - 10/22/12 | <u>Estimate #</u> | |
| <u>Advertiser</u> Berkley For Senate | | <u>Original Date / Revision</u> 06/26/12 / 09/06/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KVVU | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> TELEREP-PHIL |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|--|-------------------|-------------------|---------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|------------|
| N 1 | KVVU | 10/16/12 | 10/19/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 4 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$625.00 | | | |
| N 2 | KVVU | 10/22/12 | 10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$625.00 | | | |
| N 3 | KVVU | 10/16/12 | 10/19/12 | MORE Access | 6-7pm | | :30 | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$350.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/15/12-10/21/12 | MORE Access | 6-7pm | -TuWThF---- | :30 | | \$350.00 | NM | | |
| | See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10 | | | | | | | | | | | |
| N 4 | KVVU | 10/22/12 | 10/22/12 | MORE Access | 6-7pm | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$350.00 | | | |
| N 5 | KVVU | 10/16/12 | 10/19/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | | :30 | | | NM | 4 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$550.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 4 | KVVU | 10/15/12-10/21/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | -TuWThF---- | :30 | | \$550.00 | NM | | |
| | See MG 5.5 | | | | | | | | | | | |
| | 5 | KVVU | 10/18/12-10/18/12 | Special Early News | Special Early New | -----Th----- | :30 | | \$550.00 | NM | | |
| | Ⓜ MG for 5.4 10/18 | | | | | | | | | | | |
| N 6 | KVVU | 10/22/12 | 10/22/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$550.00 | | | |
| N 7 | KVVU | 10/16/12 | 10/19/12 | Fox 5 News at 5 | 5-530p | | :30 | | | NM | 4 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$550.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 4 | KVVU | 10/15/12-10/21/12 | Fox 5 News at 5 | 5-530p | -TuWThF---- | :30 | | \$550.00 | NM | | |
| | See MG 7.5 | | | | | | | | | | | |
| | 5 | KVVU | 10/18/12-10/18/12 | Special Early News | Special Early New | -----Th----- | :30 | | \$550.00 | NM | | |
| | Ⓜ MG for 7.4 10/18 | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| 483095 / | 06214722 |

| | | |
|-----------------------|--------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/16/12 - 10/22/12 | S BERKLEY FOR SENA | |

| | |
|--------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Berkley For Senate | 06/26/12 / 09/06/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|--|-------------------|-------------------|-------------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-------|------------|
| N 8 | KVVU | 10/22/12 | 10/22/12 | Fox 5 News at 5 | 5-530p | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$550.00 | | | |
| N 9 | KVVU | 10/16/12 | 10/19/12 | TMZ | 730-8p | | :30 | | | NM | 4 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$675.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 4 | KVVU | 10/15/12-10/21/12 | TMZ | 730-8p | -TuWThF---- | :30 | | \$675.00 | NM | | |
| | See MG 9.5 | | | | | | | | | | | |
| | 5 | KVVU | 10/18/12-10/18/12 | TMZ | M-Sa 8-10p/Su 7-1---- | Th----- | :30 | | \$675.00 | NM | | |
| | Ⓜ MG for 9.4 10/18 | | | | | | | | | | | |
| N 10 | KVVU | 10/22/12 | 10/22/12 | TMZ | 730-8p | | :30 | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$675.00 | | | |
| N 11 | KVVU | 10/16/12 | 10/19/12 | Extra | M-F 7-730p | | :30 | | | NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$500.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 3 | KVVU | 10/15/12-10/21/12 | Extra | M-F 7-730p | -TuWThF---- | :30 | | \$500.00 | NM | | |
| | See MG 11.5 | | | | | | | | | | | |
| | 5 | KVVU | 10/18/12-10/18/12 | EXTRA | M-Sa 8-10p/Su 7-1---- | Th----- | :30 | | \$500.00 | NM | | |
| | Ⓜ MG for 11.3 10/18 | | | | | | | | | | | |
| N 12 | KVVU | 10/22/12 | 10/22/12 | Extra | M-F 7-730p | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$500.00 | | | |
| N 13 | KVVU | 10/20/12 | 10/20/12 | TMZ Weekend | Sa 7-8p | | :30 | | | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----1- | | | | 1 | \$325.00 | | | |
| N 14 | KVVU | 10/18/12 | 10/18/12 | Glee | Thu 9p-10p | | :30 | | | NM | 9 | \$6,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---1--- | | | | 1 | \$2,300.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/15/12-10/21/12 | Glee | Thu 9p-10p | ----Th----- | :30 | | \$2,300.00 | NM | | |
| | See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10 | | | | | | | | | | | |
| | 2 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | MTuWThF---- | :30 | | \$725.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 3 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | MTuWThF---- | :30 | | \$725.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 4 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | MTuWThF---- | :30 | | \$725.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 5 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | MTuWThF---- | :30 | | \$725.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 6 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | MTuWThF---- | :30 | | \$700.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 7 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | MTuWThF---- | :30 | | \$700.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 8 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | MTuWThF---- | :30 | | \$700.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 9 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | MTuWThF---- | :30 | | \$700.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |
| | 10 | KVVU | 10/16/12-10/22/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | MTuWThF---- | :30 | | \$700.00 | NM | | |
| | Ⓜ MG for 3.1, 21.1, 14.1 | | | | | | | | | | | |

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| <u>Contract / Revision</u> | | <u>Alt Order #</u> |
| 483095 / | | 06214722 |
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/16/12 - 10/22/12 | S BERKLEY FOR SENA | |
| <u>Advertiser</u> | | <u>Original Date / Revision</u> |
| Berkley For Senate | | 06/26/12 / 09/06/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|--|-------------------|-------------------|----------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-----------|--------------------|
| N 15 | KVVU | 10/19/12 | 10/19/12 | Fringe | Fri 9p-10p | | :30 | | | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----1-- | | | | 1 | \$1,100.00 | | | |
| N 16 | KVVU | 10/22/12 | 10/22/12 | The Mob Doctor | Mon 9p-10p | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$2,000.00 | | | |
| N 17 | KVVU | 10/22/12 | 10/22/12 | Bones | Mon 8p-9p | | :30 | | | NM | 1 | \$2,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$2,300.00 | | | |
| N 18 | KVVU | 10/16/12 | 10/16/12 | New Girl/The Mindy Project | Tue 9p-10p | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1----- | | | | 1 | \$2,500.00 | | | |
| N 19 | KVVU | 10/16/12 | 10/16/12 | Raising Hope/Ben and Kate | Tue 8p-9p | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1----- | | | | 1 | \$2,000.00 | | | |
| N 20 | KVVU | 10/17/12 | 10/17/12 | The X Factor | The X Factor | | :30 | | | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --1---- | | | | 1 | \$2,800.00 | | | |
| N 21 | KVVU | 10/18/12 | 10/18/12 | The X Factor | The X Factor | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---1--- | | | | 1 | \$3,750.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/15/12-10/21/12 | The X Factor | The X Factor | ----Th----- | :30 | | \$3,750.00 | NM | | |
| | See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10 | | | | | | | | | | | |
| N 22 | KVVU | 10/21/12 | 10/21/12 | Sports Plus Su 1045p | 1045p-11p | | :30 | | | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | | 1 | \$700.00 | | | |
| N 23 | KVVU | 10/21/12 | 10/21/12 | Fox 5 News Su 10p-1045p | Su 10p-1045p | | :30 | | | NM | 1 | \$1,075.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | | 1 | \$1,075.00 | | | |
| N 24 | KVVU | 10/20/12 | 10/20/12 | FOX 5 News Sat 10-11p | 10-11p Sat | | :30 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1- | | | | 1 | \$800.00 | | | |
| N 25 | KVVU | 10/16/12 | 10/19/12 | Fox 5 News M-F 10p-11p | 10p-11p | | :30 | | | NM | 4 | \$5,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$1,325.00 | | | |
| N 26 | KVVU | 10/22/12 | 10/22/12 | Fox 5 News M-F 10p-11p | 10p-11p | | :30 | | | NM | 1 | \$1,325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$1,325.00 | | | |
| N 27 | KVVU | 10/16/12 | 10/19/12 | Fox 5 News M-F 11p | M-F 11-1135p | | :30 | | | NM | 4 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | | | | 4 | \$825.00 | | | |
| N 28 | KVVU | 10/22/12 | 10/22/12 | Fox 5 News M-F 11p | M-F 11-1135p | | :30 | | | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$825.00 | | | |
| Totals | | | | | | | | | | | 58 | \$48,650.00 |

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| | |
|--------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Berkley For Senate | 06/26/12 / 09/06/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/22/12 | 58 | \$48,650.00 | \$41,352.50 |
| Totals | 58 | \$48,650.00 | \$41,352.50 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP5/12 16.43

REP: TO ROSE
FR NIKKI
OK'D M1-M6
SEE LINES 29-33
TOTAL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SHELLEY BERKLEY FOR SENATE

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|--------|-----------|
| : LINE# | : | : | : | : | : | : | DATE | DATE | : | : | : | : SPTS |
| 3 | S | | 600P-700P | 30 | | \$350.00 | 10/16 | 10/19 | 3 | | TU-F | 3 |
| PROGRAM : MORE | | | | | | | | | | | | |
| CON COM1 : MAX 1X DAY | | | | | | | | | | | | |
| 33 | A | | 600A-700A | 30 | | \$725.00 | 10/16 | 10/22 | 4 | | TU-F,M | 4 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| ORD COM1 : MAX SEP BETWEEN ALL SPOTS | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-3 FOR 1 SPOT/WK | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-21 FOR 1 SPOT/WK | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-14 FOR 1 SPOT/WK | | | | | | | | | | | | |

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP SEP5/12 16.43
CHANGES *** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|--------|-----------|
| 34 | A | | 700A-900A | 30 | | \$700.00 | 10/16 | 10/22 | 5 | | TU-F,M | 5 |
| PROGRAM : NEWS MAX SEP BETWEEN SPOTS | | | | | | | | | | | | |
| ORD COM1: MAX SEP BETWEEN ALL SPOTS | | | | | | | | | | | | |
| PART OF A MAKEGOOD MADE UP OF LINES 33-34 | | | | | | | | | | | | |
| 5 | S | | 530P-600P | 30 | | \$550.00 | 10/16 | 10/19 | 3 | | TU-F | 3 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| CON COM1: MAX 1X DAY | | | | | | | | | | | | |
| 29 | A | | 430P-500P | 30 | | \$550.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-5 FOR 1 SPOT/WK | | | | | | | | | | | | |
| 7 | S | | 500P-530P | 30 | | \$550.00 | 10/16 | 10/19 | 3 | | TU-F | 3 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| CON COM1: MAX 1X DAY | | | | | | | | | | | | |
| 30 | A | | 400P-430P | 30 | | \$550.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-7 FOR 1 SPOT/WK | | | | | | | | | | | | |
| 9 | S | | 730P-800P | 30 | | \$675.00 | 10/16 | 10/19 | 3 | | TU-F | 3 |
| PROGRAM : TMZ | | | | | | | | | | | | |
| CON COM1: MAX 1X DAY | | | | | | | | | | | | |
| 31 | A | | 930P-1000P | 30 | | \$675.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : TMZ | | | | | | | | | | | | |
| ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR OCT18 ON LINE-9 FOR 1 SPOT/WK | | | | | | | | | | | | |
| 11 | S | | 700P-730P | 30 | | \$500.00 | 10/16 | 10/19 | 3 | | TU-F | 3 |
| PROGRAM : EXTRA | | | | | | | | | | | | |
| CON COM1: MAX 1X DAY | | | | | | | | | | | | |

REP HEADLINE# 6214722 TRF# 483095
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP5/12 16.43
CHANGES ** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

| | | | | | | | | | | | | |
|--|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 32 | A | | 900P-930P | 30 | | \$500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : EXTRA ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT18 ON LINE-11 FOR 1 SPOT/WK | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|---------------------------|---|--|------------|----|--|------------|-------|-------|---|--|-----|---|
| 14 | S | | 900P-1000P | 30 | | \$2,300.00 | 10/18 | 10/18 | 0 | | THU | 0 |
| PROGRAM : GLEE | | | | | | | | | | | | |
| 21 | S | | 800P-900P | 30 | | \$3,750.00 | 10/18 | 10/18 | 0 | | THU | 0 |
| PROGRAM : X FACTOR RESULT | | | | | | | | | | | | |

STATION MAKEGOOD OFFERS:

| | | | | | | | |
|----|------|-------|--|-------|-----|----------|-------------|
| M1 | OK'D | BUY#5 | MISSED: TU-F/530P-600P | OCT18 | 30S | \$550.00 | (AUG27/12) |
| | | | OFFER: THU/430P-500P | OCT18 | 30S | \$550.00 | PLS ADVISE. |
| | | | CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | |

| | | | | | | | |
|----|------|-------|--|-------|-----|----------|-------------|
| M2 | OK'D | BUY#7 | MISSED: TU-F/500P-530P | OCT18 | 30S | \$550.00 | (AUG27/12) |
| | | | OFFER: THU/400P-430P | OCT18 | 30S | \$550.00 | PLS ADVISE. |
| | | | CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | |

| | | | | | | | |
|----|------|-------|--|-------|-----|----------|-------------|
| M3 | OK'D | BUY#9 | MISSED: TU-F/730P-800P | OCT18 | 30S | \$675.00 | (AUG27/12) |
| | | | OFFER: THU/930P-1000P | OCT18 | 30S | \$675.00 | PLS ADVISE. |
| | | | CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | |

| | | | | | | | |
|----|------|--------|--|-------|-----|----------|-------------|
| M4 | OK'D | BUY#11 | MISSED: TU-F/700P-730P | OCT18 | 30S | \$500.00 | (AUG27/12) |
| | | | OFFER: THU/900P-930P | OCT18 | 30S | \$500.00 | PLS ADVISE. |
| | | | CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. | | | | |

| | | | | | | | |
|----|------|--------|--------------------------------|-------------|-----|------------|-------------|
| M5 | OK'D | BUY#3 | MISSED: TU-F/600P-700P | OCT18 | 30S | \$350.00 | (SEP5/12) |
| | | BUY#21 | THU/800P-900P | OCT18 | 30S | \$3,750.00 | |
| | | BUY#14 | THU/900P-1000P | OCT18 | 30S | \$2,300.00 | |
| | | | OFFER: TU-F, M/600A-700A | OCT16(4/WK) | 30S | \$725.00 | PLS ADVISE. |
| | | | & TU-F, M/700A-900A | OCT16(5/WK) | 30S | \$700.00 | |
| | | | CMT: MAX SEP BETWEEN ALL SPOTS | | | | |

OCT/12 48650.00 CONTRACT TOTAL 48650.00
TOTAL SPOTS 58

725
2900
3540

REP HEADLINE# 6214722 TRF# 483095
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
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*** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| : | LINE# | : | : | : | : | : | DATE | DATE | : | : | : | SPTS |

MARKET TOTALS \$194,600 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
KTUD 0%

OVERALL SHARE FOR ALL ORDERS 10/2-11/6. WILL UPDATE RATES ORDERS WK
PRIOR TO CLEAR.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE